

Marketing & Training Support Program

Are you in need of supports to change how you are doing business or help you with adapting your business to make it more profitable? If so, Community Futures East Interlake (CFEI) is here to help. We offer supports for small businesses as well as business financing loans.

Community Futures East Interlake is providing **Support Dollars** to businesses in the East Interlake region. Funding is available for entrepreneurs to access professional **marketing or bookkeeping services** for their existing business and/or **training dollars** for business owners to upgrade their skills in areas they feel they need assistance. Funds for training will only be for business owners (not employees) who have at least 25% ownership in the business. Entrepreneurs will only be eligible to receive funds from CFEI once in a twelve (12) month cycle (if you have received funding prior, you will have to wait 12 months to apply again). If approved, funds must be used by March 31, 2023. Intake on the program is ongoing and will continue until funds are no longer available.

If approved, Community Futures East Interlake will provide funds the following options:

- (1) Payment directly to the supplier/service provider once support is completed and supplier bill is submitted and signed approved by business owner receiving support funds, or
- (2) Direct reimbursement to the business owner upon proof of payment to supplier/service supplier satisfactory to Community Futures East Interlake (this can include cleared cheque or visa statement showing payment).

Funding for this program will be up to **\$1,000 per business for the year**. The grant is taxable and businesses will need to declare it as taxable income. Community Futures East Interlake is only responsible for up to the approved amount (if approved), all additional funds will be the responsibility of the business owner. Priority will be given to clients who have established need for services.

Maximum combined amount of \$1,000 per business per year. Eligible categories for the program below (you may apply for 1 or more categories up to the maximum amount, combined amount of categories cannot be more than \$1,000):

A) costs to move your business online (Maximum of \$500 in this category)

- Graphic designers,
- Web designers,
- IT supports,
- E-commerce

B) marketing assistance or one on one training to promote your business (Maximum of \$500 in this category)

- Brochure/flyer design
- Logo design
- Social media set up & social media content creation
- Video creation
- Photography

C) training or bookkeeping services (Maximum of \$1,000 in this category)

- Bookkeeping courses
- Payroll Training
- Courses that will assist you to manage your operation
- Bookkeeping Assistance/Services (if approved, applicant agrees to provide monthly business financial statements to CFEI for six months)

Application Marketing & Training Support Program – Community Futures East Interlake

Business Owner Information (Applicant)

Your Name:

Email Address:

Phone Number:

Business Name:

Business Number:

Business Type: Sole Proprietorship___ Partnership___ Corporation___

How long in Business/ Business start:

Business Address:

Business Website/Social Media Links:

What do you need the services for? (Eg. Website upgrades, online sales, professional photos, Facebook marketing development, social media development, training etc...)

How will the service/training assist and or benefit your business? Why do you need the funds?

Supplier/Service Provider Information

Identify your supplier, service provider or training that you are applying for. Provide their business name, name, email, phone number and address. Your application will not be processed until you provide details below.

Training Course Name:

Business Name:

Contact Person:

Email Address:

Phone Number:

Business Address:

Brief Description of what provider will supply:

For the program and statistical information, we collect for our funder, please let us know if you identify in any of the following categories:

- Indigenous: First Nation, Inuit, Metis or Non-Status
- Entrepreneur with a disability or health condition
- Women Owned Business (50% ownership or greater)
- Youth Business Owner (29 or under)
- None of the above/Prefer Not to Answer

Consent to Obtain & Release Personal Information

I, _____ give permission to Community Futures East Interlake Inc. (CFEI) to obtain and maintain personal information about me for the purposes of contacting me and assisting me with business services and this program.

In sharing and discussing my requirements and plans with CFEI, I authorize CFEI to use and share the information with appropriate service providers, Investment Review Committee of CFEI (committee who will process your request) and other government agencies as required to provide me with the technical, training or financial assistance. The information may also be used by CFEI to contact me about related training and other programs that they feel would be a direct benefit to me based on my business needs.

The information will never be released to anyone for any other purposes by CFEI.

Authorization (signature)

Date

I would like to be contacted to receive more information about CFEI's loan programs and other business services that Community Futures East Interlake provides:

Yes

No

Questions or to Submit this form, contact the following:

Eugene Zalevich – 204-641-4388, ezalevich@eastinterlake.com

Tammy Dziadek – 204-642-3307, tdziadek@eastinterlake.com

Deanna Fridfinnson – 204-642-2725, dfridfinnson@eastinterlake.com

Mail to: CFEI, Box 1620, 62 2nd Avenue, Gimli, Manitoba R0C 1B0

You can also call our office at 204-378-5106 or 1-800-378-5106.

Website: www.eastinterlake.com

For Internal Use Only– Do not Complete by Applicant

Applicant Meets Criteria: Yes No

Approved Amount:

Invoice Received and includes business number: Yes No

Approved by IRC on: _____

Paid on:

Entered in TEA: Yes No

Verified by: _____